


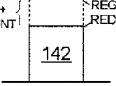
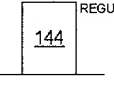
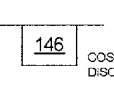

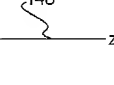
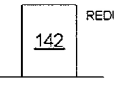
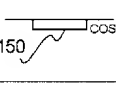
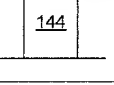
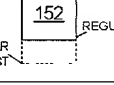
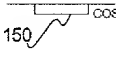
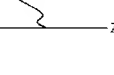
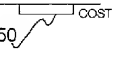


FIG 1

<p>102</p>  <p>MEMBER TYPE</p>	<p>104</p>  <p>SOLICIT</p>	<p>106</p>  <p>NOT SOLICIT</p>	<p>108</p> <p>GAIN OR LOSS</p>
<p>ALWAYS BUY</p> <p>110</p>	<p>COST + DISCOUNT</p> <p>118</p> 	<p>120</p> 	<p>122</p> 
<p>PERSUADABLE</p> <p>112</p>	<p>COST + DISCOUNT</p> <p>124</p> 	<p>126</p> <p>148</p> 	<p>128</p> 
<p>ANTI-PERSUADABLE</p> <p>114</p>	<p>130</p> 	<p>132</p> 	<p>134</p> 
<p>NEVER BUY</p> <p>116</p>	<p>136</p> 	<p>138</p> <p>148</p> 	<p>140</p> 

100

FIG 2

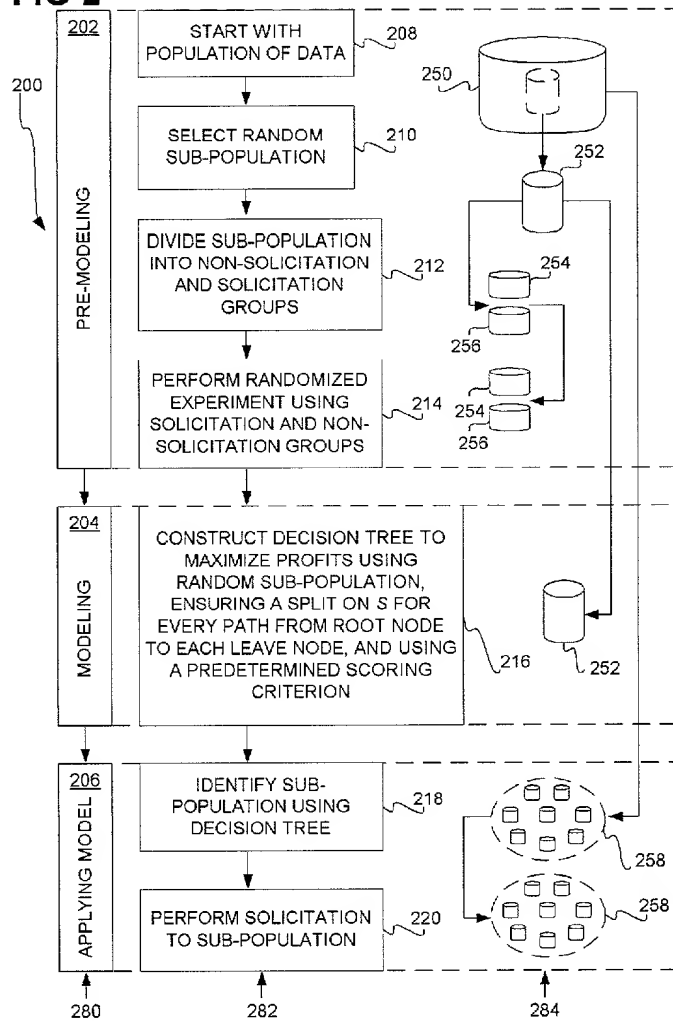




FIG 3

<div>  <div>MEMBER</div> </div>		<div> <div>OTHER FEATURES $X=x_0, x_1, \dots, x_n$</div> <div> <div> <div>x_0</div> <div>x_1</div> <div>\dots</div> <div>x_n</div> </div> </div> </div>				<div> <div> <div></div> <div>SOLICIT</div> </div> <div> <div>(S)</div> <div>{0,1}</div> </div> </div>	<div> <div> <div>\$</div> <div>PURCHASED</div> </div> <div> <div>(B)</div> <div>{0,1}</div> </div> </div>
		x_0 {1,2,3}	x_1 {1,2}		x_n {1,2}		
MEMBERS $R=(r_0, r_1, \dots, r_m)$	r_0	1	2		2	0	1
	r_1	3	1		1	1	0
	\vdots						
	r_m	2	2		1	1	1

300

FIG 4

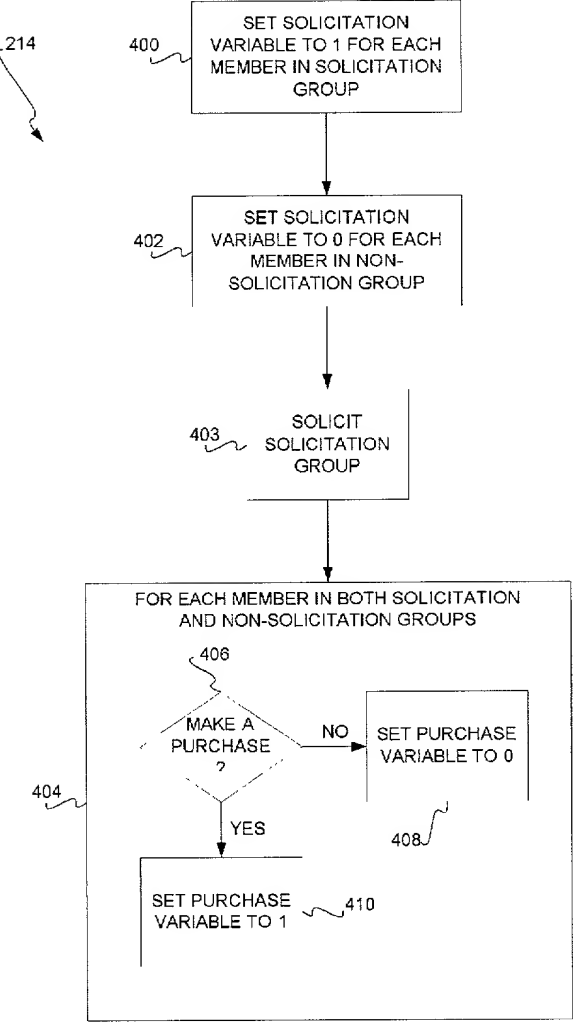


FIG 5

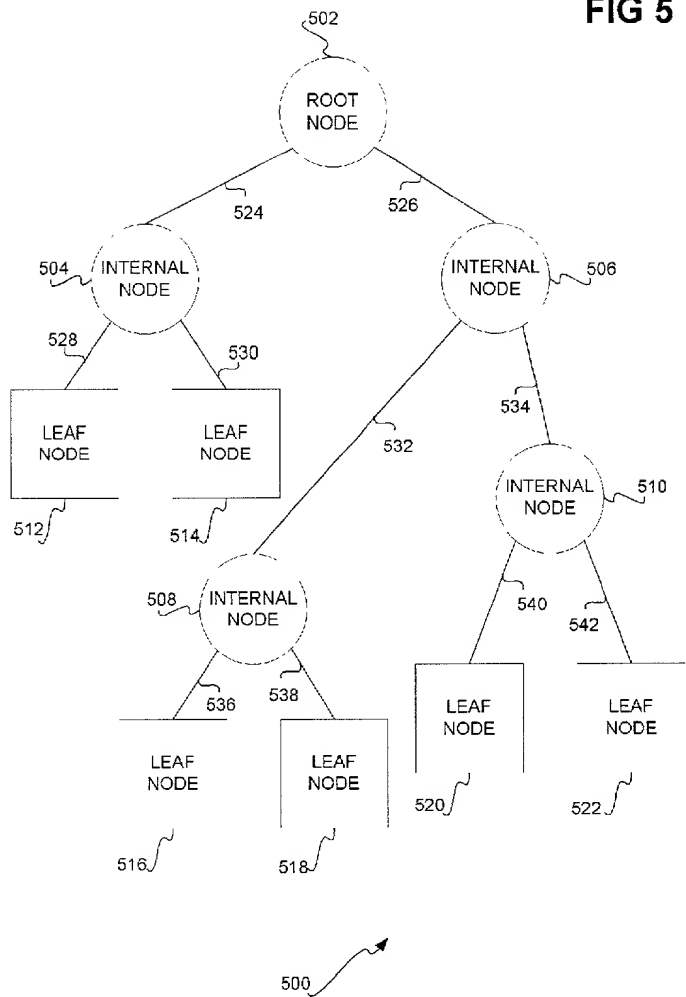


FIG 6

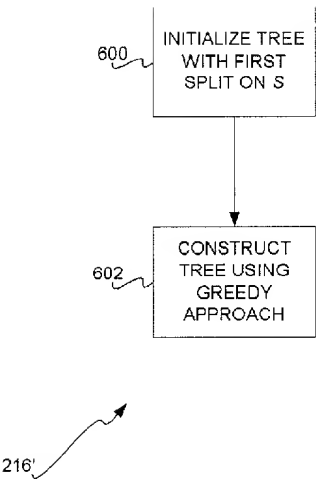


FIG 7A

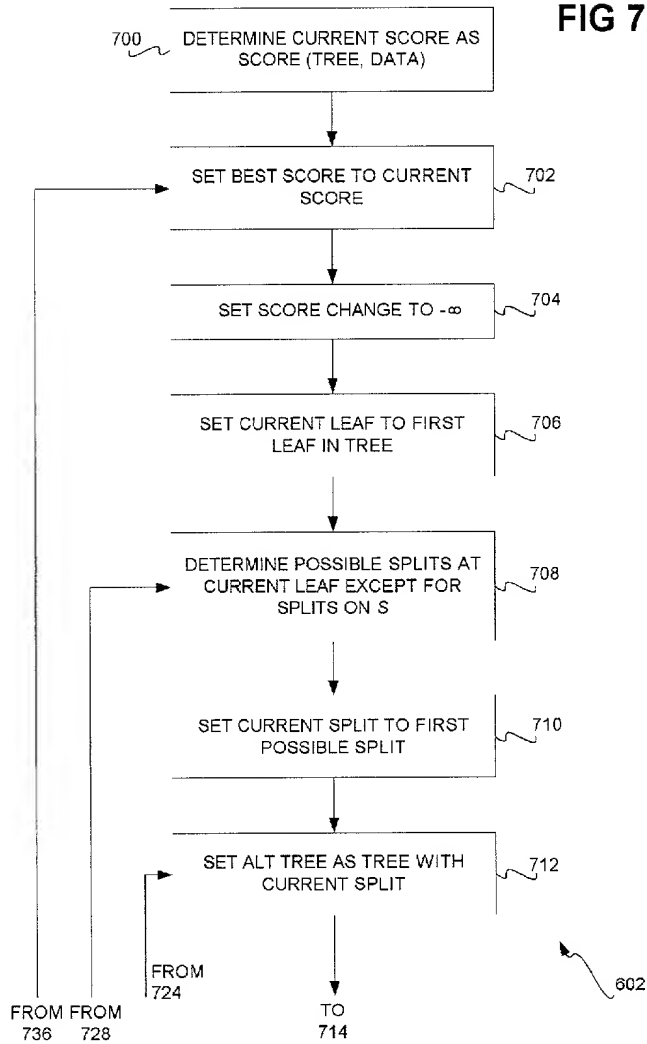
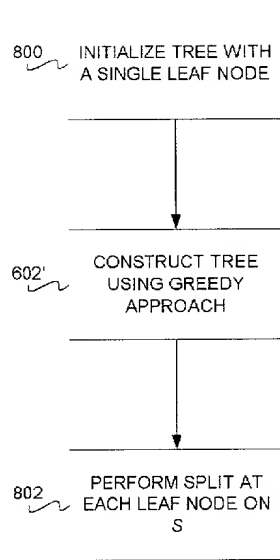




FIG 8



216"

FIG 9

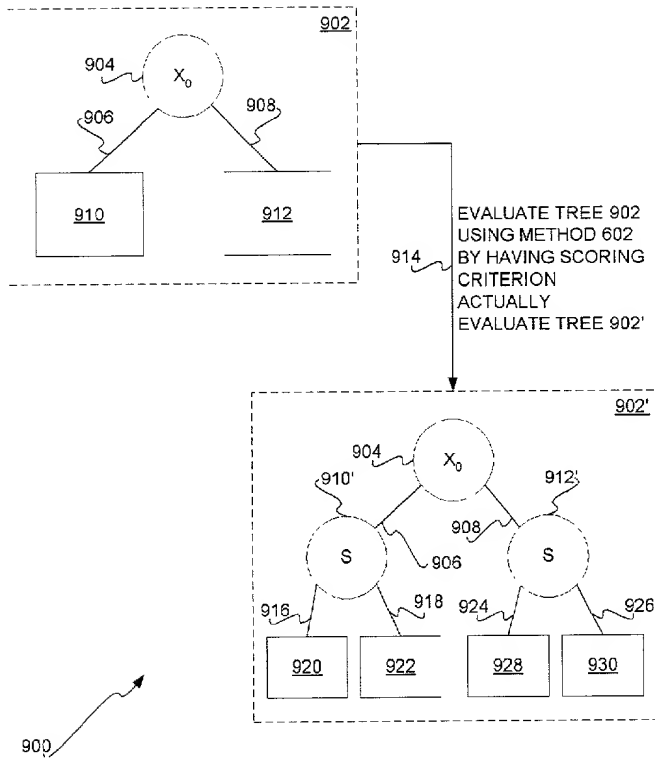


FIG 10

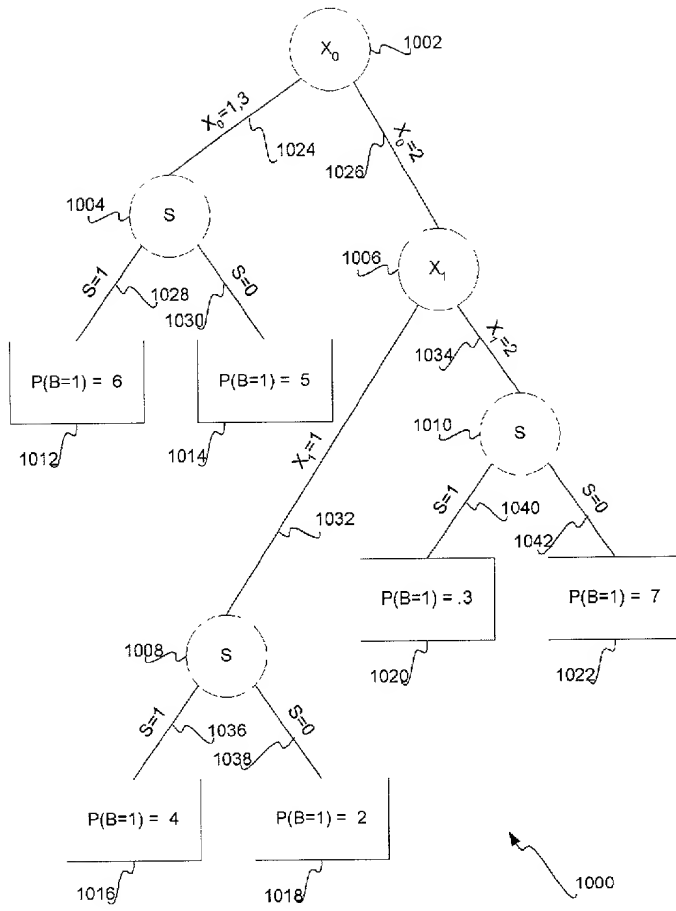


FIG 11

